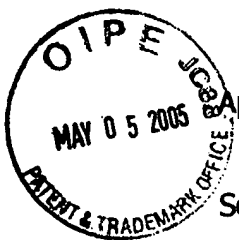


2616

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant: Jonathan E. Lowthert and Oleg Rashkovskiy  
Serial No.: 09/766,126  
Filed: January 19, 2001  
For: Content With Advertisement Information Segment

§ Group Art 2616  
§ Unit:  
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§  
§ Examiner: Huy Thanh Nguyen  
§  
§  
§ Atty. Dkt. No.: BKA.0012US  
§

**POWER OF ATTORNEY BY ASSIGNEE**

Under the provisions of 37 C.F.R. § 3.71, the undersigned assignee of record of the entire interest in the above-identified patent/patent application by virtue of a chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as shown below:

1. From: Jonathan E. Lowthert and Oleg Rashkovskiy  
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elects to conduct the prosecution of the application/maintenance of the patent to the exclusion of the inventor(s) or the assignee(s) previously entitled to conduct prosecution. The undersigned hereby declares that he has reviewed the above-referenced assignment and hereby declares that, to the best of his knowledge, title is in the Assignee, and further declares that all statements made herein of his own knowledge are true and that all statements made on information and belief are believed to be true. The assignee hereby revokes any previous powers of attorney and appoints the following practitioners to prosecute this application/maintain this patent and transact all business in the Patent and Trademark Office connected therewith:

Timothy N. Trop  
Reg. No. 28,994

Fred G. Pruner, Jr.  
Reg. No. 40,779

Dan C. Hu  
Reg. No. 40,025

Howard R. Boyle  
Reg. No. 29,617

Mark J. Rozman  
Reg. No. 42,117

Rhonda L. Sheldon  
Reg. No. 50,457

Diana M. Sangalli  
Reg. No. 40,798

Oleg Rashkovskiy  
Reg. No. 52,154

The undersigned is authorized to sign this statement on behalf of the Assignee.

Please change the correspondence address for the application to the address associated with Customer Number:

**21906**

Please direct all telephone calls to: Timothy N. Trop at 713/468-8880.

**ASSIGNEE**

BlackArrow, Inc.

Date:

4/30/2005

BY:



Thomas Morgan, President and CEO  
BlackArrow, Inc.  
1528 S. El Camino Real, Suite 303  
San Mateo, CA 94402